

tell us what you think, from filing a formal petition, which is not the easy or user-friendly process it should be, and one which I recommend only to the stout of heart, to filing an informal objection, to sharing with us your even more informal comments, letters, or e-mails. Any one of our FCC folks here can tell you how it's done. As the Chairman indicated, we have a sheet that they will be distributing.

We began these localism hearings in Charlotte, North Carolina, in October. We heard from the good people of North Carolina and South Carolina about the importance they attach to their local media. We did get a little sidetracked on one score, however. Some of our panelists and commenters seem to confuse such things as conducting blood drives and fundraising for charities with the sum total of their public interest responsibilities.

Now, these fundraising activities are commendable activities to be sure, but they are only part of a broadcaster's responsibilities to the community. It's as American as apple pie for corporations in every line of business to participate in that kind of community self-help. As I said, we all applaud them, but the question on the plate tonight

goes to how well this very different and very special industry is serving its very special obligation to use their airwaves for the larger benefit of us all.

So I hope our panelists and commenters tonight will resist the temptation to catalog all of their nonbroadcast efforts and will focus instead on the greater picture of what they are doing as trustees of the public's airwaves.

(Applause.)

Finally — finally, I would like to thank all of you in this audience who have given up your evening to be here to discuss the importance of local broadcasting to your communities. I understand that some of you waited outside a long, long time to get in. I'm delighted you're here. I hope I'll hear from all of you tonight.

It just shows how important this issue is when you get so many people turning out, some from far corners of this great state. So Texas is making its voice heard. I'm enormously pleased to be here and listen. Thanks to each of you, and thank you, Mr. Chairman, for bringing us together tonight.

CHAIRMAN POWELL: Thank you, Mike.

(Applause, standing ovation.)

CHAIRMAN POWELL: Wow, thank you.

Commissioner Martin, you have to follow that act.

COMMISSIONER MARTIN: I'm a little worried about trying to follow — follow that.

First, I do want to thank all of you for coming tonight to share your thoughts about and your experiences with your local broadcasters. As my colleagues have noted, these issues are all extremely important to all of us on the Commission. Indeed, the goal of promoting localism underlies our whole regulatory structure as it applies to media.

I also know that localism is important to the broadcasters who recognize that their own success depends on responding to the needs and interests of their local community. Most broadcasters view serving the local community as the right thing to do, as part of their commitment to serve the public interest that is so integral to this business. I also know that many of you have extremely important concerns that you'd like to express tonight, and I know many of you waited a long time to get a chance to speak tonight.

So I'm going to stop, because I think the most important thing for us to be doing here tonight is

to be listening to what you all have to say.

(Applause.)

CHAIRMAN POWELL: Thank you. Commissioner Adelstein.

COMMISSIONER ADELSTEIN: Thank you, Mr. Chairman. It's great to be here in San Antonio to further this dialogue on how well local broadcasters are serving their local communities. I really appreciate your efforts, Mr. Chairman, in getting us outside the Beltway and getting us directly to communities like Charlotte and San Antonio and taking us across the country, because it's so important that we get outside and really hear from people.

I'd like to thank all of you who are here today, too — the outstanding panelists — we have an incredible array of experts we're going to hear from and people in the industry and public interest representatives. We have a lot of local citizens who made a lot of effort to be here. We thank you for showing your concern. And to the mayor, for your hospitality, I thank you.

And we're also here to tell the public, as my colleagues have noted, how to participate in the upcoming round of radio and television station license

renewals. These renewals come up only every eight years, and they're one of the best ways you have to hold your local stations accountable to your community. So, — but I think a lot of people aren't even aware that this is happening, so we're here to tell you about it and to tell you that you need to get involved if you have a concern about anything that's happening in your community in the media.

These hearings follow a round of hearings that were held across the country last year to get public input on the FCC's media ownership rules. I found those incredibly valuable. We heard from thousands of people about their sense of real frustration with the media, and I expect that tonight's hearing will be equally valuable in understanding people's views about how their media is serving their local communities like San Antonio.

So we're here tonight to talk about localism. I want to define for a minute what it really means. Every community has local needs, local talent, local elections, local news, local culture, and while localism reflects a commitment to local news and public affairs programming, it also means a lot more. It doesn't just mean giving promotional airtime and money

to charitable organizations, as commendable as that is. It means providing opportunities for local people to be heard over the airwaves. It means reaching out, developing and promoting local performing artists, local musicians, other local talent. It means making programming decisions that really serve the local needs.

And if you have the kind of talent, the kind of quality talent that you have here in Texas, Lord knows you want to hear it over the radio. People like Ray Benson here; there's so much great music here. I'm a big music fan. I mean, I know that some stations in this state do a great job and others may not do as much to promote local artists, but that's — that's what it's all about.

So you want to make sure that the coverage that you hear on the radio reflects the makeup of the community. That means airing concerns of the rapidly growing Hispanic community which makes up the majority of this — of this town's population, as well as the African-American community, and other minority groups. And I understand that tonight's hearing actually happens at the same time as the Hispanic Chamber of Commerce event, so I'm really grateful that Mr. Moran

and Ms. Camarillo could be here with us.

Localism also means being responsive to communities in other ways, such as dedicating resources to discover and address the needs of the community. It means being accessible, sending reporters and cameras out to all parts of the community, and documenting those efforts in public files that are accessible to the residents.

A lot of local broadcasters in this country have shown a real commitment to the community and to localism, and we'll hear from some of them tonight. Some stations do this very well. I am especially pleased to hear tonight from some of the small market broadcasters like Mr. Hanszen and Mr. Freeman, a low-power FM broadcaster, about the needs of smaller rural communities like the one that I come from. I come from a small town in South Dakota.

So, we're here tonight to learn how we can encourage other stations to put the needs of the community first. It's the cornerstone of the public's social compact with broadcasters. They receive valuable licenses from the FCC to use the public airwaves, and in return they agree to act as a trustee of the public interest, and we're here tonight to see

how well they're doing with that responsibility.

So we're beginning this in-depth examination of how broadcasters can better serve the local communities, and we need your input on this. And we're really glad to hear from you. And I also really strongly support the efforts that Commissioner Copps referred to, stepping up our enforcement against indecency in the airwaves. I want to make sure that the Commission can ensure that local musicians and artists get heard on the airwaves, and are treated fairly, and I mean airtime, not just in Austin where there's a vibrant local music and radio scene, but throughout the state and in every community in this country.

So, I look forward to hearing from other excellent panelists and all the people who came here tonight. So thank you for coming out, and without further ado, I'll say, let's get started. Thank you.

(Applause.)

CHAIRMAN POWELL: I'll now have the FCC's Secretary announce the agenda for the hearing.  
Madam Secretary.

MADAM SECRETARY: Thank you, Mr. Chairman, Commissioners and Panelists and special guests.



Tonight's hearing will consist of two panel presentations and an open microphone session after each panel. Each panel will feature six speakers. Each speaker will have five minutes to make opening remarks. A brief question and answer period will follow in which the Commissioners may ask questions of the panelists. The Commissioners will be given questions suggested by the audience on three-by-five cards.

Following the question and answer period, there will be an open-microphone session at which members of the audience may speak on a first-come, first-served basis. Procedures for the three-by-five cards and open microphone session will be explained shortly.

At approximately 7:35, the hearing will break for ten minutes. After the break, the hearing will reconvene with the second panel, followed by a brief question and answer period and a second open microphone session.

Following the second open-microphone session, the Commissioners will make closing remarks, after which the hearing will adjourn. Should anyone need special seating arrangements please see an FCC

staff person.

The following are the procedures for tonight's Localism Task Force public hearing: We will utilize a time machine to maintain time limits on each presentation. Each panelist will have a total of five minutes to make his or her individual presentation. The green light will signal for the first four minutes of your remarks. When the yellow light signals, you will have one minute remaining. At that time, you should sum up your presentation. The red light signals the end of your allotted time. Please conclude your remarks at that time.

At the conclusion of all panelists' presentations, the Chairman and other Commissioners will have an opportunity to ask questions of the panelists, including questions suggested by the audience on the three-by-five cards that are in the public information packets available at the table in the lobby.

The audience is invited to use these cards to write any question they would like the Commissioners to ask after the panelists conclude their presentations. The time for this segment of the hearing is limited and it is likely that Commissioners

will not be able to ask all suggested questions. Audience members may offer comments during the open-microphone session that will follow the period devoted to questions.

Task Force staff will be collecting the three-by-five cards throughout the panelists' presentations. Please pass your card to the end of your row when staff members signal that they are collecting cards. The cards will be randomly divided and given to the Commissioners at the conclusion of the presentations. The Commissioners will have an opportunity to ask questions of the panelists. Panelists are asked to limit their responses to two minutes, to maximize the number of questions that can be addressed. Finally, we also remind you to turn off your cell phones.

And now I am pleased to introduce the speakers for our first panel in order of presentation: Lydia Camarillo, Vice President, Southwest Voter Registration Education Project, San Antonio; Steve Giust, General Manager KWEX-TV (Univision) San Antonio; Joe Linson, Vice President, NAACP, San Antonio branch; Ray Rossman, Director, Parents Television Counsel, San Antonio Chapter; Robert G. McGann, President and

General Manager, KENS-TV (CBS) (Belo Corp.), San Antonio; and Oscar Moran, Senior Advisor to the Executive Board and former President, of the League of United Latin American Citizens, San Antonio. Thank you.

Mr. Chairman.

CHAIRMAN POWELL: Thank you Madam Secretary. I'd like to now turn over to our first panelist, Lydia Camarillo, Vice President, Southwest Voter Registration Education Project. Ms. Camarillo.

AUDIENCE MEMBER: (In Spanish.)

(Applause.)

MS. CAMARILLO: Buenas Noches.

Mr. Chairman, Commissioners, distinguished guests, members of the audience, and members of the press. Thank you for inviting me to be part of the Federal Communications Hearing on Broadcast Localism.

My name is Lydia Camarillo. I am Vice President of Southwest Voter Registration Education Project. Southwest Voter is a National Civil Rights organization founded here in San Antonio in 1974 by our founder, the late William C. Valasquez, to increase the participation of Latinos and other ethnic communities

in the democratic process.

Since its inception, Southwest Voter has registered over 2.2 million Latino voters throughout the Southwest and recently the Southeast, or as we like to refer to our service area, America's Sunbelt states. This election cycle Southwest Voter will ensure that 2 million Latinos register to vote and are mobilized for the November elections.

Let me begin by stating that I am pleased to be part of this important hearing to discuss issues of localism that have an impact on the voice of democracy, the representation of ethnic and minority voices, the allocation of the airwaves times and more specifically, the impact of consolidation of ownership on democracy in the representation of communities of color. Hopefully, my testimony will also provide recommendations on how the FCC can respond to the lack of Latino representation on the broadcast airwaves of America.

The Latino population is the fastest growing electorate in the country. Only a generation ago, Latinos were a politically powerless people. Our interests were disregarded, our views dismissed, our cultures disrespected, our participation discounted.

Today the Latino community is participating in the American democracy process like never before.

Allow me to emphasize that our numbers continue to grow, and as a matter of fact, we are the youngest electorate in the nation. Interestingly, Latino voter registration has grown from 2.7 million Latino voters to 8.3 million nationwide, a phenomenal growth of 163 percent.

Moreover, 38 million Latinos living in the United States, which represent more than 12 percent of the United States population and six percent of the nation's total electorate, have become an undeniable and unavoidable presence in American politics.

In states like Arizona, California, Texas, the Latino electorate represents a significant share of the total share of the vote. In Texas alone, 2.5 million Latinos are registered to vote, representing 14 percent of the total share of the vote. For the Democratic primary presidential elections, Latinos represent 25 to 30 percent of the total share of the vote here in Texas, for the March primaries.

In fact, contrary to the conventional wisdom, primary elections in New Hampshire, Iowa, and South Carolina will not determine a front runner in the

Democratic field. Latinos in Arizona, Nuevo Mexico, Nevada, California, Florida, and Texas will likely determine the Democratic presidential nominee through their primaries in February and March.

It is why we are convinced that the Latinos stand at a crossroads in American politics. A crossroads that holds many historical implications. The overall decline of the participation levels amongst the American electorate, combined with a record growth of Latino participation promises to change the values of America's democracy.

Also, the rising numbers of Latinos and Latinas being elected to political office promises to change the face of our government. But in spite of the record growth of Latino electorate, mainstream America and Latino communities have not yet understood the impressive gains made by Latinos politically for many reasons.

One being that the newsrooms of America are not telling the complete story, or if our stories are being told, they are not being told by Latinos, and even more rarely are they reported by Latinos. Rarely is the complete and accurate Latino story reported.

Historically, we can argue that newspapers

were never controlled by the government. This was a result of the protection of the First Amendment; in other words, anybody could start a newspaper. This is not the case for radio and television. Because broadcasters had to broadcast over the public airwaves, and to prevent public from — people from interfering with each other's other signals, a controlling monitoring process was developed with the passage of the Radio Act of 1927 and the Federal Communications Act of 1934.

These government regulations governed by the FCC provide for individuals to free license to broadcast over the public airwaves. But in return, these broadcasters have an obligation and a duty to give public access, representation and coverage. Public airwaves belong to the people and as such, broadcasters have a moral obligation and duty to represent the public interest, needs, and convenience of its broadcasters broadest sense — convenience in its broadest sense.

The use of the public airwaves should also mean that the widest possible dissemination of news and information from diverse voices, perspectives and communities must be part of the American culture, and



the FCC therefore has the responsibility to protect the public interest. It is why we feel it is necessary that this interest must be extended to Latinos and communities of color.

The number of television stations owned by minorities has declined in the last three years from 33 to 20. In San Antonio, the top ten radio stations are owned by the three conglomerate companies, Clear Channel, Fox and Univision.

This issue — the issue is not whether broadcasters are being local to a greater or lesser degree, but rather whether the lax ownership rules hinder the democratic process and excludes community interest and representation. Television and radio owned and controlled by Latinos and communities of color ensure that the Latino story is told completely and with accuracy. Furthermore, it ensures the Latinos report the Latino perspective in America.

Diversity of ownership breeds competition and competition breeds better journalism and diversity of perspective in the news. It is why ownership guarantees diversity of news reporting, reporting by reporters that reflect the growing ethnic communities of color. In other words, news reported by local

communities ensure the public interest of those communities.

Since 1996 America has witnessed the decline in quality of broadcasting as major radio conglomerates buy up almost most of the country's stations. During this time, the largest companies went from owning 40 stations to 1200 and the United States citizen — and United States citizens listened as their quality of news reporting and programming declined. Programming decisions are made at the national level, not at the local level. Local news teams and international news bureaus were scrapped and downsized guaranteeing less coverage on the local and important issues.

In communities like San Antonio we, where the population of Latinos is significant, little coverage on important issues that matter to this community are covered in a way that truly reflect their interest.

For example, I doubt that the majority of the Latino community in San Antonio is fully aware that 2.5 million Latinos are registered to vote in Texas, and the Latino electorate make up an estimated 15 percent of the total share of the vote in any given

election. In our opinion facts such as these are important information that can help stimulate an even greater participation from within our ranks, thereby fortifying the democratic process. For we have — or, we have wondered, could it be that such dilatation from more localized and responsible media would not be welcomed by some of the powers that be?

There is little doubt that journalism and news reporting shapes the political landscape of America's democracy. Without a fair share of minority ownership and control America's communities of color and Latinos will continue to be absent in the airwaves of America.

It is one of the reasons that I am here to testify on behalf of the millions of Latinos who make up a significant and growing part of this country. But I am realistic enough to know that I can only represent those who believe as I do, or as Southwest Voter and the William C. Velasquez Institute believe, that deregulation of the public airwaves hurts America's democracy, voices, and public interest, and it will undoubtedly promote the continued exclusion of the voices of Latinos who work hard, pay their taxes and live in America.

Without local owners and local newsrooms who better reflect America's changing population, the media industry will continue to be disconnected from its communities. The bigger companies become, the less likely they will feature local talent, cover local news reported by reporters who look like our communities.

Obviously, ownership matters. It ensures corporate responsibility, diversity of creativity, art, culture and vision, promotes diversity, reporting, ensures that local news take front stage governed by local issues and its communities which lease — which then resonate at the national level.

I, therefore, respectfully ask and suggest that the FCC can support the local communities by ensuring that it prevents broadcast television companies from buying newspapers in the same communities in which they have television stations, limits the numbers of local radio stations that any one broad — any one broadcaster can own in a single market depending on how many stations exist in a single market. Limit the number of local —

CHAIRMAN POWELL: Ms. Camarillo, can you try to sum up, please?

MS. CAMARILLLO: Pardon?

CHAIRMAN POWELL: Can you try to sum up, please?

MS. CAMARILLO: Sure. There's five — there's three other things. Finally, I would like to thank you for giving us this opportunity to share with us our views and to request that you honor — honor our tradition of excellent journalism; better put, a tradition of ensuring that communities are included. What I have emphasized is that the airwaves belong to the people. Thank you very much.

CHAIRMAN POWELL: Gracias.

(Applause.)

CHAIRMAN POWELL: Mr. Giust.

MR. GIUST: Good evening. Good Evening. I'm pleased to participate in tonight's discussion. My name is Steve Giust, and I've been the General Manager of KWEX-TV, Channel 41 here in San Antonio for nearly 12 years. I began my 32-year career in television broadcasting in 1971 at the ABC affiliate in my home town of El Paso.

KWEX holds the distinction of being the first formatted UHF television station in the United States, having begun operations with a Spanish format in 1961. KWEX provides local programming that

has always been in active participation in the community. As most of you know, KWEX is also the local affiliate of the Univision Television Network in San Antonio, and, in fact, a Univision-owned station. KWEX has gone to great lengths over the years to serve the needs of the local Hispanic community, and in that time we're proud to have become a part of San Antonio.

One of the reasons KWEX has achieved this position is because it provides local programming that is responsive to the residents of San Antonio. In particular, KWEX airs seven hours of news programming each — each week, including two daily news — live newscasts. Last year one of our news anchors, Monica Navarro, who has been with Univision in San Antonio for 25 years — 21 years, was selected Journalist of the Year by the 2003 Hispanic Media Awards.

KWEX broadcasts weekly community affairs shows such as: "Desde San Antonio," which contains in-depth segments of topics such as home ownership, education, arts, nutrition, and finances, and "Es Tu Capitolio," a show composed of interviews with state and local political leaders addressing topics and laws that concern the community.

Beyond the regular newscasts and public

affairs programming, KWEX airs literally thousands of public service announcements each year, as well as community calendars to keep the San Antonio community informed about programs, services, and events hosted by local municipal and non-profit organizations.

In these ways, KWEX keeps San Antonio residents informed and engaged in politics, public affairs and local events. But one of the most important ways that KWEX is able to serve its community and connect with San Antonio residents is through community outreach efforts. For example, in 2003, the station sponsored the San Antonio Public Library — Library Summer Reading Program, the Annual Conference on Latina Health Issues, and the Day of Scholarships.

In addition, KWEX was involved in numerous local events, including clothing drives, voter registration efforts, academic scholar — scholarships, and health fairs.

On the programming side, to ensure that the station stays current and understands the community's concerns, we continuously talk to community leaders and members of the public throughout the year. Even though the FCC eliminated its formal ascertainment requirements in 1984, KWEX continues to conduct formal

interviews with both leaders and members of the community to get the input of the needs and interests of San Antonio. On average, KWEX conducts over 80 of these face-to-face interviews each year in an effort to determine the issues and topics most important to the people of San Antonio.

KWEX values the relationship it has in the community, which is made — made possible only by providing the local information and assistance that viewers expect from their local broadcast station. In this regard, our continued ability to serve the publ — the public as we enter the digital age depends significantly on the FCC adopting cable must-carry requirements for both analog and digital signals during the DTV transition. Without such dual carriage, that important public interest connection between local broadcast stations and their viewers will be severed by cable operators.

Broadcast stations in general, and KWEX in particular, work hard to cultivate a local presence and to serve the needs of the communities. Airing local programming that is unique and tailored to the community helps attract viewers and keeps the local broadcast station from blending in the mosaic of



competing channels and media available to the public.

KWEX is particularly fortunate to have the support of our owner, Univision, which places great importance on local programming and community outreach, to produce local news and public affairs programming, sponsor community outreach efforts, and maintain our connection to the community. We look forward to continuing to do so in the future.

Thank you.

(Applause.)

CHAIRMAN POWELL: And now I'd like Joe Linson, Vice President, NAACP, San Antonio Branch.

MR. LINSON: Thank you, Mr. Chairman. Good evening, Mr. Chairman, and welcome to town the distinguished panel of Commissioners. I'm Joe Linson, Vice President of the local branch of the NAACP led by Mrs. Ethel Meyer, a longtime civic leader, et cetera.

This branch has been around more than 85 years and has been doing a tremendous job of trying to level the playing fields of civil rights and human rights in this community.

I want to open my comments by giving you a flavor for the importance of media. The late Reverend Dr. Martin Luther King, Junior, in a sermon was quoted